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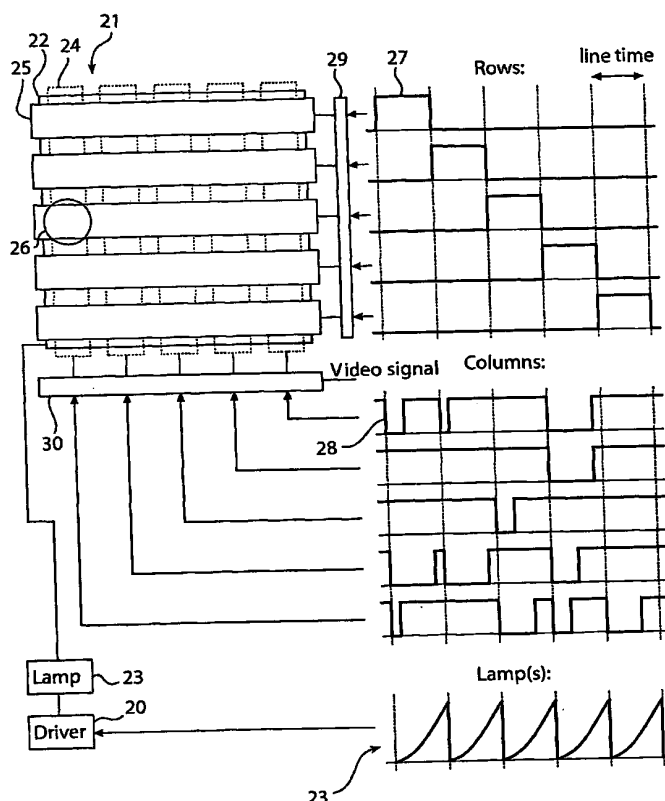
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(54) Title: **OPTICAL DISPLAY DRIVING METHOD**



(57) **Abstract:** A display device comprising a plurality of pixels (26), a light source (23), and addressing means (24, 25) for coupling a selected pixel to said light source to thereby emit light, wherein the addressing means (24, 25) are arranged to address each pixel using pulse-width modulation (PWM). Further, the display comprises means (20) for amplitude modulating the intensity of said light source (23). The combination of the two modulations generates an exponentially distributed emitted light intensity, enabling proper gray scale rendering for a limited resolution in the time domain.